This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A method comprising:

     (a)   ~~receiving a selection of~~selecting an object displayed in an ~~EPG~~electronic programming guide (EPG);

     (b)   ~~progressively~~ modifying a non-textual attribute associated with the object by an incremental amount for each of at least ~~more than two~~two times that the object is selected, wherein each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object ~~modification of the attribute occurs at least more than two times in a common direction and each change in the attribute is a progressive change in a visible characteristic of the attribute~~; and

     (c)   modifying the display of the object in accordance with the ~~progressively~~ modified non-textual attribute.

Claim 2 (previously presented): The method of claim 1, wherein the non-textual attribute is a color that is progressively darkened or lightened upon each selection of the object.

Claim 3 (previously presented): The method of claim 1, wherein the non-textual attribute is a shape whose configuration is progressively changed upon each selection of the object.

Claim 4 (previously presented): The method of claim 1, wherein the non-textual attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

Claim 5 (previously presented) The method of claim 1, wherein the modified non-textual attribute is overwritten with a default non-textual attribute when an expiration value limit is reached.

Claim 6 (original): The method of claim 5, wherein the expiration value limit is a time limit.

Claim 7 (original): The method of claim 5, wherein the expiration value limit is related to frequency of object selection.

Claims 8-10 (canceled).

Claim 11 (currently amended): ~~A system~~An apparatus comprising:

  a processor; and

  memory configured to store computer readable instructions that, when executed by the processor, cause the processor to perform a method comprising:

   receiving a selection of an object displayed in an electronic programming guide (EPG);

   modifying a non-textual attribute associated with the object by an incremental amount for each of at least two times that the object is selected, wherein each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object; and

   modifying the display of the object in accordance with the modified non-textual attribute.

  ~~a first unit for selection of an object displayed in an EPG;~~

  ~~a second unit to progressively modify a non-textual attribute associated with an object by an incremental amount for each of at least more than two times that the object is selected, wherein modification of the attribute occurs at least more than two of times in a common direction and each change in the attribute is a progressive change in a visible characteristic of the attribute; and~~

  ~~a third unit to modify the display of the object in accordance with the progressively modified non-textual attribute.~~

Claim 12 (currently amended): The ~~system~~ apparatus of claim 11, wherein the attribute is a color that is progressively darkened or lightened upon each selection of the object.

Claim 13 (currently amended): The ~~system~~ apparatus of claim 11, wherein the attribute is a shape whose configuration is progressively changed upon each selection of the object.

Claim 14 (currently amended) The ~~system~~ apparatus of claim 11, wherein the attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

Claim 15 (currently amended): The ~~system~~ apparatus of claim 11, wherein the modified non-textual attribute is overwritten with a default non-textual attribute when an expiration value limit is reached.

Claim 16 (currently amended): The ~~system~~ apparatus of claim 15, wherein the expiration value limit is a time limit.

Claim 17 (currently amended): The ~~system~~ apparatus of claim 15, wherein the expiration value limit is related to frequency of object selection.

Claims 18-20 (canceled).

Claim 21 (currently amended): A machine-readable storage medium embodying a sequence of instructions executable by the machine to perform a method for modifying display information, the method comprising:

      (a)   an object display in an EPG;

      (b)   progressively modifying a non-textual attribute associated with the object by an incremental amount for each of at least more than two times that the object is selected, wherein each modification of the attribute includes changing a visible characteristic of the object and wherein each modification results in a different appearance of the object ~~modification of the attribute occurs at least more than two times in a common direction and each change in the attribute is a progressive change in a visible characteristic of the attribute~~; and

      (c)   modifying the display of the object in accordance with the modified non-textual attribute.

Claim 22 (previously presented) The machine-readable medium of claim 21, wherein the attribute is a color progressively darkened or lightened upon each selection of the object.

Claim 23 (previously presented): The machine-readable medium of claim 21, wherein the attribute is a shape whose configuration is progressively changed upon each selection of the object.

Claim 24 (previously presented): The machine-readable medium of claim 21, wherein the attribute is a 3-D position whose depth is progressively changed upon each selection of the object.

Claim 25 (original): The machine-readable medium of claim 21, wherein the modified attribute value is overwritten with a default attribute value when an expiration value limit is reached.

Claim 26 (previously presented): The machine-readable medium of claim 25, wherein the expiration value limit is a time limit.

Claim 27 (previously presented): The machine-readable medium of claim 25, wherein the expiration value limit is related to frequency of object selection.

Claims 28-30 (canceled).